

LISTING OF THE CLAIMS:

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1 Claims 1-21. (Canceled)

1 22. (Currently amended) A product sales method implemented on a product
2 management system connected to access a product database and a purchaser database and
3 communicating with one or more terminals, the method comprising the steps of:

4 accepting by the product sales system from one of said one or more terminals a
5 purchase request for a product, said purchase request including information provided by
6 a purchase applicant of conditions for redemption of a requested product;

7 transmitting by the product sales system the purchase request to the product
8 management system;

9 based on a received purchase request, accessing the product database and
10 examining by the product management system available products to determine whether a
11 product is available to meet requirements of the purchase request;

12 when a product is available to meet requirements of the purchase request, issuing
13 by the product management system the product in accordance with the purchase request
14 of the purchase applicant;

15 after issuing the product, updating the product database and the purchaser
16 database by the product management system, the purchaser database including a
17 redemption permitting purchaser list and conditions of redemption;

18 when a product is not available to meet requirements of the purchase request,
19 accessing and searching by the product management system the purchaser database to
20 determine whether purchasers of like products are included in the redemption permitting
21 purchaser list;

22 when a purchaser who obtained a product that meets the requirements of the
23 purchase request is found on the redemption permitting purchaser list, examining by the
24 product management system the conditions of redemption to determine whether a
25 replacement product that satisfies the redemption conditions can be provided for the
26 purchaser who agreed to permit product redemption;

27 when a replacement product that satisfies the redemption conditions is found,
28 redeeming by the product management system the product from a purchaser who agreed
29 to permit product redemption and providing the purchaser a replacement product and,
30 thereafter, issuing the redeemed product to the purchase applicant; and

31 when a product is redeemed, providing privileges to a purchaser who agreed to
32 permit product redemption in accordance with preestablished redemption points; and

33 when the redeemed product is issued to the purchase applicant, updating the
34 product database and the purchaser database by the product management system.

1 23. (Previously presented) The product sales method according to claim 22, wherein
2 when none of the purchasers who purchased products are on the redemption permitting
3 purchaser list, or when a replacement product that satisfies the redemption conditions is
4 not available, further comprising the step of notifying the purchase applicant by the
5 product management system that the products are sold out.

1 24. (Canceled)

1 25. (Currently amended) The product sales method according to claim ~~24~~ 22, wherein
2 the redemption points dynamically change as time elapses.

1 26. (Previously presented) The product sales method according to claim 25, further
2 comprising the step of displaying redemption points to a prospective purchase applicant
3 on said one terminal prior to the step of accepting a purchase request of a product.

1 27. (Previously presented) The product sales method according to claim 22, wherein the
2 product is a ticket.

1 28. (Previously presented) The product sales method according to claim 27, wherein the
2 ticket is an airline ticket.

1 29. (Previously presented) The product sales method according to claim 27, wherein the
2 ticket is a movie ticket.

1 30. (Previously presented) The product sales method according to claim 27, wherein the
2 ticket is a sports event ticket.

1 31. (Previously presented) The product sales method according to claim 22, wherein the
2 product is a hotel reservation.

1 32. (Currently amended) A product sales system which provides a product sales service
2 via a communication network, comprising:

3 a product management system which manages product data for products and
4 information concerning product purchasers;

5 one or more terminals connected to said product management system for selling
6 products, said terminals providing access to said product sales system for making a
7 purchase request of a product on behalf of a purchase applicant, the product
8 management system providing an input screen to the terminal in which purchase
9 applicant redemption conditions can be entered for a replacement for the product if it is
10 redeemed;

11 a product database connected to and accessed by the product management system
12 to manage product data, relevant information concerning product sales being updated by

13 the product management system, the product management system issuing a product to a
14 purchase applicant when a product is available that meets requirements of a purchase
15 applicant; and

16 a purchaser database connected to and accessed by the product management
17 system to manage the information concerning the product purchasers, the purchaser
18 database including a redemption permitting purchaser list with redemption conditions, the
19 product management system searching the purchaser database when no product is
20 available in the product database that meets requirements of a purchase applicant to
21 determine if a product that meets the requirements of the purchase applicant is found on
22 the redemption permitting purchaser list and, if so, the product management system
23 examining the conditions of redemption and accessing the product database to determine
24 whether a replacement product that satisfies the redemption conditions can be provided
25 for the purchaser who agreed to permit product redemption, and if a replacement
26 product that satisfies the redemption conditions is found, the product management system
27 redeeming the product from a purchaser who agreed to permit product redemption and
28 providing the purchaser a replacement product and, thereafter, issuing the redeemed
29 product to the purchase applicant; and

30 the product management system, upon redemption of product, awarding
31 redemption points to a purchaser who has agreed to permit product redemption.

1 33. (Previously presented) The product sales system according to claim 32, wherein the
2 product management system, the product database and the purchaser database are located
3 on the communication network, and access to the product sales system for the purchase a
4 product by employing the user terminal if via the Internet.

1 34. (Previously presented) The product sales system according to claim 32, wherein the
2 product management system, the product database and the purchaser database are located
3 on the communication network, and the product sales system is provided as management

4 server services.

1 35. (Canceled)

1 36. (Currently amended) The product sales system according to claim ~~35~~ 32, wherein
2 the value of the ~~privilege credits~~ redemption points that are awarded are set in accordance
3 with specific redemption conditions.

1 37. (Currently amended) The product sales system according to claim ~~35~~ 32, wherein
2 the value of the ~~privilege credits~~ redemption points that are awarded for a redemption are
3 dynamically set as time elapses.

1 38. (Previously presented) The product sales system according to claim 37, wherein the
2 product management system displays redemption points to a prospective purchase
3 applicant on said one terminal prior to accepting a purchase request of a product.

1 39. (Previously presented) The product sales system according to claim 32, wherein the
2 product is a ticket.

1 40. (Previously presented) The product sales system according to claim 39, wherein the
2 thicket is an airline ticket.

1 41. (Previously presented) The product sales system according to claim 39, wherein the
2 thicket is a movie ticket.

1 42. (Previously presented) The product sales system according to claim 39, wherein the
2 thicket is a sports event ticket.

1 43. (Previously presented) The product sales system according to claim 32, wherein the
2 product is a hotel reservation.

1 44. (Currently amended) A storage medium on which a computer-readable program is
2 stored, said computer-readable program including code which implements a product sales
3 method on a product management system connected to access a product database and a
4 purchaser database and communicating with one or more terminals, the method
5 comprising the steps of:

6 accepting by the product sales system from one of said one or more terminals a
7 purchase request for a product, said purchase request including information provided by
8 a purchase applicant of conditions for redemption of a requested product;

9 transmitting by the product sales system the purchase request to the product
10 management system;

11 based on a received purchase request, accessing the product database and
12 examining by the product management system available products to determine whether a
13 product is available to meet requirements of the purchase request;

14 when a product is available to meet requirements of the purchase request, issuing
15 by the product management system the product in accordance with the purchase request
16 of the purchase applicant;

17 after issuing the product, updating the product database and the purchaser
18 database by the product management system, the purchaser database including a
19 redemption permitting purchaser list and conditions of redemption;

20 when a product is not available to meet requirements of the purchase request,
21 accessing and searching by the product management system the purchaser database to
22 determine whether purchasers of like products are included in the redemption permitting
23 purchaser list;

24 when a purchaser who obtained a product that meets the requirements of the
25 purchase request is found on the redemption permitting purchaser list, examining by the

26 product management system the conditions of redemption to determine whether a
27 replacement product that satisfies the redemption conditions can be provided for the
28 purchaser who agreed to permit product redemption;

29 when a replacement product that satisfies the redemption conditions is found,
30 redeeming by the product management system the product from a purchaser who agreed
31 to permit product redemption and providing the purchaser a replacement product and,
32 thereafter, issuing the redeemed product to the purchase applicant; and

33 when a product is redeemed, providing privileges to a purchaser who agreed to
34 permit product redemption in accordance with preestablished redemption points; and

35 when the redeemed product is issued to the purchase applicant, updating the
36 product database and the purchaser database by the product management system.

1 45. (Previously presented) The storage medium according to claim 44, wherein, in the
2 method implemented by the computer code, when none of the purchasers who purchased
3 products are on the redemption permitting purchaser list, or when a replacement product
4 that satisfies the redemption conditions is not available, further comprising the step of
5 notifying the purchase applicant by the product management system that the products are
6 sold out.

1 46. (Canceled)

1 47. (Currently amended) The storage medium according to claim ~~46~~ 44, wherein, in the
2 method implemented by the computer code, the redemption points dynamically change as
3 time elapses.

1 48. (Previously presented) The product sales method according to claim 47, wherein the
2 method implemented by the computer code further comprising the step of displaying
3 redemption points to a prospective purchase applicant on said one terminal prior to the

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- 4 step of accepting a purchase request of a product.